

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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October 18, 1996

RJR Account #356150

Mr. H. Bowen

LAVIN CANDY CO.

DECEMBER DORAL B2G1F / PROMOTION #601794

Dear Harry:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as **30** skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor Kg	12300-22268	2	12300-16612	1
Light 100	12300-22264	2	12300-15212	1

Product / Premium Arrival:

November 18, 1996

Ship Date to Retail:

Week of: November 25, 1996

SKU CUBE:

1.0400

SKU WT (w/o Product):

4.0000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$1,224.36

Non-EFT \$ Amount:

\$N/A

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B2G1F

LAVIN CANDY CO.

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

***SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE
ATTACHED CUSTOMER LIST***

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$84.00 (3 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Westenberger / 162301

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DECDOR.DOC

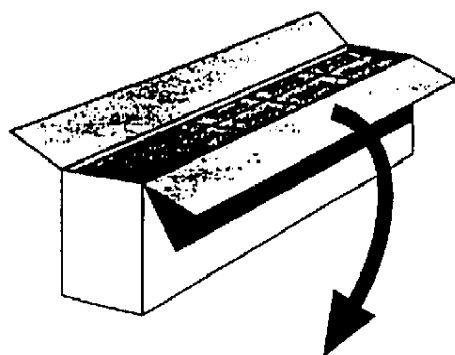
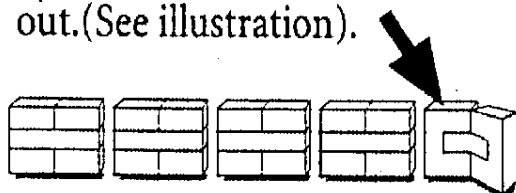
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WHOLESALE PACKING INSTRUCTIONS

VALUE-ADDED PROMOTIONS - 4TH QTR. '96

December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains
Five Prebanded 2-Pack
B1G1F DORAL offers.
Four offers are banded side-
by-side. The fifth offer folds
out. (See illustration).



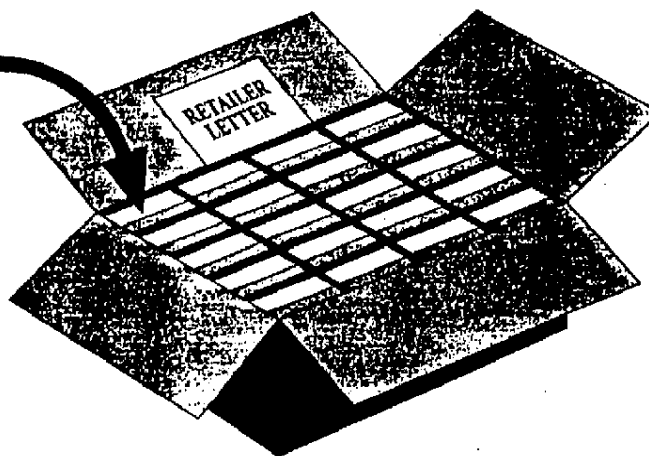
B1G1F
Pre-Banded Offer



"Live" Pack

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



Item: #515990
Description: DORAL B2G1F Sleeve Kit

Brand Style	FF Kg	2+ 100				
Number of Cartons	2	2				

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SIS - VAP SCROLL LIST

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WHOLESALE: 356150 LAVIN CANDY COMPANY

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F

BRAND STYLES: FF / FF 100 / LT / LT 100

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
177916	1622	01	FRENNETTS GROCERY	90 COOK STREET	DANNEMORA	NY		A 04	76
178080	1622	01	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDALE	NY		A 12	324
619806	1622	01	CODY'S GROCERY	2946 MILITARY TURNPIKE	WEST CHAZY	NY		A 12	118
767109	1622	01	E-M MARKET	156 BROADWAY	SARANAC LAKE	NY		A 12	265
130258	1623	03	NADIM'S CORNER GROC	UPPER RUGAR	PLATTSBURGH	NY		A 12	250
177788	1623	03	CHUCK WAGON	121 BRINKERHOFF ST	PLATTSBURGH	NY		A 12	111
177803	1623	03	RICHARDS GROCERY	71 JOHNSON AVE	PLATTSBURGH	NY		A 24	360
177852	1623	03	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY		A 12	105
177923	1623	03	H ROCKS GROCERY	ROUTE 22	SCHUYLER FALLS	NY		A 12	185
402300	1623	03	ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY		A 24	186
498171	1623	03	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY		A 12	105
568572	1623	03	EXPRESS LANE	20 BROAD ST	PLATTSBURGH	NY		A 24	318
767753	1623	03	SOUTH CATHERINE STGR	5042 S CATHERINE ST	PLATTSBURGH	NY		A 24	850
767981	1623	03	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY		A 12	115
508066	1623	04	SHARKEY'S II	WICKER STREET	TICONDEROGA	NY		A 12	142
766966	1623	04	SHARKEY'S I	MONTICALE	TICONDEROGA	NY		A 24	285

Total Accounts 16

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12/09/96

ACCOUNT NUMBER: 356150 LAVIN CANDY COMPANY
VOUCHER NUMBER: 15335219 4989 S CATHERINE ST
DATE WRITTEN: 12/09/96 PLATTSBURGH , NY 12901
STATUS: PAID
AMOUNT PAID: 84.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	3.00	84.00

EXPLANATION: DEC DORAL B2G1F 601794 / 162301

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